



Memorandum

TO: EXECUTIVE COMMITTEE

FROM: Kerry Adams Hapner

SUBJECT: Proposed 2014-2015 Festival, Parade
& Celebration Grant Awards

DATE: May 2, 2014

Approved

Date

RECOMMENDATION

Recommend that the Arts Commission recommend that the City Council approve the 24 proposed FY 2014-2015 Festival, Parade and Celebration Grant awards specified in Attachment A and subject to the availability of funds appropriated in the City's 2014-2015 Operating Budget.

BACKGROUND

Through the Office of Cultural Affairs (OCA), the City of San Jose provides a limited number of Festival, Parade & Celebration Grant (FPC) awards each year in order to expand access for all City residents to a wide range of cultural experiences in the form of community festivals, parades and celebrations, large and small. These events are often held in public spaces and are always open to the entire public. Most FPC-supported events have free attendance, although a few have fee-based admission to some parts of or the entire event. In various ways, these festivals contribute to the City's cultural enrichment and economic enhancement, and they help to promote the City to visitors.

The OCA received 29 eligible applications for the 2014-2015 FPC Grants cycle. Applications were organized into four groups based on the most recent actual expenditures for events covered by grant applications. The combined value of eligible grant requests was \$620,500.

At its March 2014 meeting, the Arts Commission recommended that 12% of the available funds in the Cultural Funding Portfolio be allocated to the FPC grant program. This recommendation results in \$331,200 being available for FPC grants.

ANALYSIS

As noted in the guidelines, FPC funding is granted through a competitive process. Applications are weighed each year by a review panel for their responsiveness to the evaluation criteria published in the program information booklet. The panel met on March 6–7, 2014 to complete its evaluation and was impressed by the overall quality and quantity of cultural offerings in San Jose.

The six-member FPC Grant Review Panel is comprised annually of individuals experienced in special event production, community members familiar with special events in San Jose and one member of the Arts Commission.

The panel was comprised of the following members in FY 2014-2015:

- **Tom Fredericks**, *Events Professional (former Director of Cabrillo Music Festival)*
- **Karen Kaneshiro**, *Events Professional (Director of Member Services, Fremont Chamber of Commerce)*
- **Laura Fraenza**, *Events Professional (former Events Manager, Bill Graham Productions)*
- **Terry Christensen**, *Community Member*
- **Grace-Sonia Melanio**, *Community Member*
- **Ron Muriera**, *Arts Commissioner*

The panel evaluated each application against six criteria: Event narrative & cultural, historical and/or neighborhood significance (30%); Marketing, outreach and attendance (30%); Financial and budgetary capabilities/leveraging of City funding (20%); Ability to produce a well-planned, safe event (10%); and Economic Impact (10%).

The panel did not have specific dollar amounts to recommend for distribution at the time of its meeting. Instead, the panel made recommendations for the percentage distribution of total FPC funds across the categories. The panel also supported the following percentage distributions within each of the four expenditure categories so that when approximate funding amounts were available, precise numbers could be calculated per its recommendation:

<u>Prior Year's Event Expenses</u>	<u>% of Total FPC Funds</u>
\$400,000 - \$1.3 Million	43%
\$100,000 – \$350,000	23%
\$30,000 – \$90,000	22%
Under \$30,000	12%

The panel recommended funding for 24 out of 29 eligible applications based on the ranking of their scores in a given budget category.

EXECUTIVE COMMITTEE

May 5, 2014

Subject: Proposed 2014-2015 Festival, Parade & Celebration Grants

Page 3 of 11

The panel's initial percentage recommendations were translated into actual dollars after a specific funding amount was available. The recommendations are contained in Attachment A.

PUBLIC OUTREACH

Notices of granting opportunities were distributed to the OCA's e-mail contacts lists, posted on the OCA website, and published in several local newspapers prior to the grant application deadlines.

/s/

KERRY ADAMS HAPNER

Director of Cultural Affairs

Attachments:

- A. List of recommended 2014-15 FPC grant awards
- B. List of recommended FPC Grant applicants and events proposed, in alphabetical order
- C. Review panelist qualifications

EXECUTIVE COMMITTEE

May 5, 2014

Subject: Proposed 2014-2015 Festival, Parade & Celebration Grants

Page 4 of 11

**ATTACHMENT A: FY 2014-2015 Festival, Parade and Celebration (FPC) Grants
Panel Recommendations
March 8, 2013**

Event	Review Score	Recommended % of funds in category	Proposed Award**
Prior Actual Expense: \$400,000 - \$1.3 Million			
Recommended Allocation to Category: 43%			
Downtown Ice	96.9	26.5%	\$37,740
Christmas in the Park	95.9	25.5%	\$36,316
San Jose Jazz Summer Fest	94.0	24.5%	\$34,892
Cinequest Film Festival	93.2	23.5%	\$33,468
Prior Actual Expense: \$100,000 - \$350,000			
Recommended Allocation to Category: 23%			
Target Summer Pops Festival	95.0	19.0%	\$14,473
Music in the Park	93.8	17.0%	\$12,950
Dancin' on the Avenue	93.7	17.0%	\$12,950
Viva Fest!	92.6	14.0%	\$10,665
Italian Family Festa	91.2	12.0%	\$9,141
San Jose Fountain Blues Festival	90.1	11.0%	\$8,379
SV Jewish Film Festival	89.1	10.0%	\$7,618
Prior Actual Expense: \$30,000 - \$90,000			
Recommended Allocation to Category: 22%			
Dia de Portugal Festival	95.4	20.0%	\$14,572
Street Market/SubZero	95.3	20.0%	\$14,572
Starlight Cinemas	94.3	18.0%	\$13,116
Rose, White and Blue 4th of July Parade	92.7	15.0%	\$10,930
Annual Almaden Art & Wine Festival	92.1	15.0%	\$10,930
San Jose Jazz Winter Fest	90.7	12.0%	\$8,744
San Jose Juneteenth Festival	82.4	Not recommended for funding	\$0
CPAA Spring Festival Silicon Valley	81.9	Not recommended for funding	\$0
Prior Actual Expense: \$0 - \$29,000			
Recommended Allocation to Category: 12%			
Luna Park Chalk Art Festival	94.5	17.0%	\$6,756
sjDANCEco Annual Dance Festival	94.4	17.0%	\$6,756
Pumpkins in the Park	93.4	15.0%	\$5,962
Villa Navideña	92.7	15.0%	\$5,962
Dia de los Muertos	92.3	15.0%	\$5,962
Guitar Solo & Ensemble Festival	89.6	10.5%	\$4,173
38th Annual Nikkei Matsuri SJ Japantown	88.6	10.5%	\$4,173
Willow Glen Founders' Day Parade	84.4	Not recommended for funding	\$0
Silicon Valley Music Festival	74.1	Not recommended for funding	\$0
The Vibe Festival (Soccer+Music+Tamale Festival)	72.0	Not recommended for funding	\$0
Total FPC Grant Awards Proposed			\$331,200

**** Final recommendations are pending approval by City Council.**

**ATTACHMENT B: FY 2014-15 FPC Grant Recommendations
Event Descriptions**

Alameda Business Association

Event: Rose, White & Blue 4th of July Parade

Grant will support the Rose, White and Blue 4th of July Parade and Picnic on July 4, 2014. Over 160 groups participate in the parade that traverses the Historic Shasta/Hanchett and Rose Garden Neighborhoods and finishes on The Alameda, with a festival and picnic to follow.

Almaden Valley Women's Club

Event: Almaden Valley Art and Wine Festival

Grant will support the 38th annual Almaden Valley Art and Wine Festival on September 14, 2014 at Almaden Lake Park. The festival includes juried arts and crafts with over 90 artists, international food, local entertainment, and a children's area with arts, crafts, and sports activities.

Christmas in the Park, Inc.

Event: Christmas in the Park

Grant will support the annual month-long Christmas in the Park festival, featuring a free outdoor holiday exhibit at the Plaza de Cesar Chavez Park in downtown San Jose from November 28, 2014 through January 1, 2015. The exhibit features over 60 animated and interactive displays, over 500 community, high school and corporate decorated trees, five miles of twinkling lights, daily community entertainment, a 60-foot Community Giving Tree and a free Santa experience.

Cinequest

Event: Cinequest Film Festival

Grant will support the 25th annual Cinequest Film Festival during February 26 thru March 8, 2015 in downtown San Jose. The 13-day film festival features 200 local, national and international premiere films, 400 film artists, interactive forums and more in its annual celebration of the creation and discovery of cinematic art and innovation plus the connection of artists, innovators, movie lovers and students.

Guadalupe River Park Conservancy

Event: Pumpkins in the Park

Grant will support the Pumpkins in the Park festival at the Discovery Meadow/Guadalupe River Park on October 11, 2014. This one-day free family festival celebrates the environment, community and the Autumn harvest season and features entertainment, arts & crafts and other activities.

Italian American Heritage Foundation

Event: Italian Family Festa

Grant will support the 34th annual Italian American Family Festa on August 23 and 24, 2014 at the Guadalupe River Park and Gardens, located in proximity to the emerging business and historic zone known as "Little Italy." The two-day regional festa is a family focused celebration

EXECUTIVE COMMITTEE

May 5, 2014

Subject: Proposed 2014-2015 Festival, Parade & Celebration Grants

Page 6 of 11

of heritage and community through cultural exhibits, entertainment, artisan booths, food and beverages.

Luna Park

Event: Annual Luna Park Chalk Art Festival

Grant will support the 7th annual Luna Park Chalk Art Festival on September 20, 2014 at Backesto Park. Artists of all ages create colorful works of art on the pathways throughout the park. The event includes artists, musicians, food and local vendors coming together with local school students and their families for a day of artistic celebration.

Mexican Heritage Corporation

Event: Viva Fest!

Grant will support VivaFest!, the 23rd annual San Jose Mexican Heritage and Mariachi Festival at various downtown locations including Discovery Meadow, SJSU and SAP Center Arena in September 2014.

Nikkei Matsuri

Event: Nikkei Matsuri SJ Japantown

Grant will support the 38th annual Nikkei (Japanese American) Matsuri (Festival) in San Jose Japantown on April 26, 2015. The festival celebrates the culture and heritage of the San Jose Japanese American community through: Traditional Japanese food, Japanese American and Asian American arts, crafts, music and cultural displays.

Portuguese Heritage Society of CA

Event: Dia de Portugal Festival

Grant will support the 17th annual Dia de Portugal Festival on June 14, 2015 at History Park San Jose in Kelly Park. The festival is an ethnic, cultural, family-oriented event that brings together members of the Portuguese immigrant and heritage generations and the greater community for a day of food, fun and festivities.

San Jose Downtown Association

Event: Downtown Ice

Grant will provide support to build, produce, manage, and promote Downtown Ice – downtown's iconic ice skating rink averaging more than 48,000 skaters and 96,000 additional spectators annually. Downtown Ice will operate from November 14, 2014 thru January 19, 2015 at the Circle of Palms Plaza.

San Jose Downtown Association

Event: San Jose Fountain Blues Festival

Grant will support the 34th annual Fountain Blues Festival on July 19, 2014. This will be the fourth year that the festival takes place in historic St. James Park in downtown San Jose. Showcasing top names from the national Blues scene, four bands will be featured, each playing 90-minute sets for a diverse crowd of all ages. The goal is to provide an avenue for every music fan in the South Bay to be able to afford the experience of true musical legends at a quality-produced event.

EXECUTIVE COMMITTEE

May 5, 2014

Subject: Proposed 2014-2015 Festival, Parade & Celebration Grants

Page 7 of 11

San Jose Downtown Association

Event: Starlight Cinemas

Grant will support the production and promotion of six movies of an eight-movie series. Starlight Cinemas offers free outdoor movies as part of the long-lasting cinema series that rotates in four downtown areas: St. James Park, San Pedro Square, Post Street and the annual Zombie-O-Rama V zombie-themed movie night to end the series in SoFA. Event will take place on six Wednesdays from July through August 2014.

San Jose Downtown Association

Event: 2014 Street MRKTs and SubZERO 2015

Grant will support 2014 Street MRKTs on August 1 and September 5, 2014 AND SubZERO on June 5-6, 2015. These three eclectic, urban arts and music focused street markets coincide with the June, August and September South First Fridays Art Gallery Crawl in the South First Street neighborhood known as SoFA.

San Jose Downtown Association

Event: Music in the Park

Grant will support the Music in the Park concert series of three shows planned for July and August 2014 and June 2015 at Plaza de Cesar Chavez and St. James Park. Shows include a national-caliber headliner and a showcase of the best local talent as openers.

San Jose Jazz

Event: San Jose Jazz Summer Fest

Grant will support the 25th year of the San Jose Jazz Summer Fest during August 8 thru 10, 2014 in downtown San Jose. The festival will include 100+ concerts across 11 stages while highlighting the musical and cultural heritage of San Jose's richly diverse community.

San Jose Jazz

Event: San Jose Jazz Winter Fest

Grant will support the three-day Jazz Winter Fest during February 27 – March 1, 2015 at the Theatre on San Pedro Square and San Pedro Square Market. The Winter Fest features jazz, world music, Salsa, Latin Jazz, youth ensembles and more. It will also feature the San Jose Jazz All Stars.

San Jose Multicultural Artists Guild

Event: 17th Annual Dia de los Muertos Festival and Celebration

Grant will support the 17th annual Di de Los Muertos Celebration, with a festival and procession on November 2 and altar exhibit during October 6 – March 7, 2014. The event includes a procession (Comparsa) starting near Cesar Chavez Park and finishing at the Dr. Martin Luther King, Jr. Library on the San Jose State University campus, where a free community celebration and closing of a month-long exhibition of 20 altars will take place.

School of Arts and Culture @ MHP

Event: Villa Navideña

Grant will support Villa Navideña on December 12, 2014 at the School of Arts and Culture at Mexican Heritage Plaza. This community event is for residents to celebrate their heritage, traditions and culture through a full evening Christmas holiday event with culturally specific performances, vendors, food and other activities rooted in Mexican traditions and arts alongside other multicultural offerings.

Silicon Valley Jewish Film Festival

Event: Silicon Valley Jewish Film Festival

Grant will support the 2014 Silicon Valley Jewish Film Festival. The festival will run year-round during 2014, with the autumn festival in Oct-Nov 2014 as well as five to seven events during other times. The festival screens films whose subject matter pertains, whether directly or indirectly, to Jewish culture, peoplehood, tradition, education and history.

sjDANCEco

Event: sjDANCEco 12th Annual Dance Festival

Grant will support the 13th annual dance festival on April 26, 2015 at Santana Row. This free community dance festival heralds the opening of National Dance Week. It celebrates the richness and diversity of South Bay dance artists by presenting works of more than 50 dance troupes featuring approximately 150 dancers with styles ranging from ballet, jazz and folklórico to modern, Chinese, and social dance.

South Bay Guitar Society

Event: Guitar Solo & Ensemble Festival

Grant will support the 11th Annual Guitar Solo & Ensemble Festival scheduled for March 7 and 8, 2015. The event's daytime activities take place at Evergreen Valley High School and evening concerts occur at Le Petit Trianon Theatre. The festival features a variety of soloists and ensembles, evening concerts, vendor displays, six free guitar clinics and two master classes.

Symphony Silicon Valley

Event: Target Summer Pops Festival

Grant will support the 6th annual Target Summer Pops Festival on the San Jose State campus. The event will include five free Pops music concerts programmed to appeal to diverse audiences, performed outdoors at the San Jose State University Tower Lawn-amphitheatre on July 26-27 and August 1, 2 and 3, 2014.

Willow Glen Business & Professional Assoc.

Event: Dancin' on the Avenue 2015

Grant will support the 20th annual Willow Glen's Dancin' on the Avenue on June 20, 2015. The outdoor event will take place on Lincoln Avenue between Minnesota and Willow Streets, featuring local bands playing dance music, a community stage, a Kid's Court and local cuisine.

**ATTACHMENT C: FY 2014-2015 FPC Grants
Review Panelist Qualifications**

Tom Fredericks

Events Professional (former Director of Cabrillo Music Festival)

Tom Fredericks is the former executive director of the Cabrillo Festival of Contemporary Music. In 2001, he became the Festival's first full-time development director, giving him the opportunity to dedicate all of his energies to fundraising as the Festival continued to grow and expand. Cabrillo is now recognized as the creative center for contemporary symphonic music in America. In 2009, the Festival received the League of American Orchestra and ASCAP's top honor—the John S. Edwards Award for Strongest Commitment to New American Music. Before Cabrillo, Tom was Executive Director of Louisville Ballet managing a 15-member staff and a budget of over \$2 million. He has previously performed as a professional ballet dancer in New York, Geneva and Basel; served as company manager for one year with the Zurich Opera Ballet; and served as marketing and touring director for the Houston Ballet for 10 years.

Karen Kaneshiro

Events Professional (Director of Member Services, Fremont Chamber of Commerce)

KK Kaneshiro is the Director of Member Services for the Fremont Chamber of Commerce, a position that capitalizes on her 33 years of experience in sales and marketing. As the director of Member Services, she is responsible for the welfare of the chamber's membership which consists of 1,000 members. KK is on the management team for the Fremont Festival of the Arts, a production of the Fremont Chamber of Commerce. The largest street fair on the West Coast, this event brings in an average of 350,000 – 400,000 people to Fremont in two days. KK's prior business experience includes owning her own skincare salon for eight years and has owned a floral design studio business for four years. She has also been a manager for a marketing company and at a VISA/Mastercard company. KK won the "Top Sales Award" for selling over \$1 million in floral products at B. Suyeyasu's Wholesale Florist and was an assistant General Manager for L. Piazza Wholesale Florist. KK has hosted and produced three concurrent television shows. In 2003, for the "Chat Room" show, she won a national award for Television News. KK also co-hosts an annual televised music telethon for the Fremont Education Foundation's "After School Band program." She currently is the host for the "Community Conversations" show in partnership with the Fremont Unified School District. KK is also very active in the community and has served as President for the Fremont Adult School's Advisory Committee Board from 2006-2009. She has served as a board member for Music at the Mission and was a community advisor for WyoTech. She is currently an Advisory Board member for Mission Valley R.O.P.'s Culinary Arts Committee; an Advisory Board member for Mission Valley R.O.P.'s Marketing Committee, an executive board member for Stage 1 Theatre Productions and on the LAM Research Scholarship Committee.

Laura Fraenza

Events Professional (former Events Manager, Bill Graham Productions)

Laura Fraenza's 20-year career in entertainment and events includes working as Personal Artist Manager for the Neville Brothers, Gin Blossoms, and Aaron Neville with Bill Graham

Management, and acting as Producer/Talent Buyer for Two Visions, Inc., a company that set the industry standard for events with multiple entertainment zones and stages with headline talent.

In 2000, Ms. Fraenza joined Cirque du Soleil as Production Office Director on the European tour of Quidam, which included 160 performing artists and staff from 47 countries. In that role she managed travel, lodging, education, and the supervision and education of children on tour. For the last eight years she has been an in-demand resource on events for companies such as Cisco Systems, PeopleSoft, Google, Oracle, Nike, and others.

Terry Christensen

Community Member

Terry Christensen chaired the Department of Political Science at San Jose State University (SJSU) from 1994 to 2002. In 1998, he was named SJSU's Outstanding Professor. He earned a BA in political science from Stanford and a PhD from the University of North Carolina at Chapel Hill. His teaching focused on local government and politics; he also directed the SJSU political science department's internship program, which he created over 40 years ago. He has served on numerous civic committees and commissions, often with his former students, and as an advisor to many candidates and elected officials. He is currently a member of the Advisory Board of the Commonwealth Club Silicon Valley and the Selection Committee of the American Leadership Forum. He served as the Founding Executive Director of CommUniverCity San Jose, a partnership between the City of San Jose, SJSU and the neighborhoods surrounding the university that concentrates hundreds of students performing community service in these neighborhoods with projects selected by residents and supported by the city.

Grace-Sonia Melanio

Community Member

Grace-Sonia Melanio is a San Jose resident and has been an active member in the Bay Area arts community for more than 10 years. She currently serves on the volunteer planning committee for the San Francisco Asian Heritage Street Celebration. She was an outreach coordinator for Contemporary Asian Theater Scene (CATS) as well as for the San Francisco International Asian American Film Festival. Currently, she is the director of communications and health policy at Community Health Partnership (CHP), a consortium of community health centers and clinics in Santa Clara and San Mateo counties. Ms. Melanio is a graduate of the Multicultural Artists Leadership Institute (MALI).

Ron Muriera

Arts Commissioner

As a non-profit administrator, educator, grants professional, performing artist (actor, musician, dancer and comedian), community activist, and advocate for children and youth for the last 20 years, Ron P. Muriera has integrated his various experiences and knowledge into his current calling serving communities locally in the San Francisco Bay Area, California and throughout the nation. As an education and grants consultant based in San Jose, Ron offers a wide range of services and solutions which include: grants research/identification, grant proposal writing, program evaluation, nonprofit systems assessment, board development, diversity training and group facilitation. Focused on social justice, arts and culture, and educational equity, Ron's

EXECUTIVE COMMITTEE

May 5, 2014

Subject: Proposed 2014-2015 Festival, Parade & Celebration Grants

Page 11 of 11

mission is to create a healthier, better educated and more equitable society. Passionate about helping organizations, educational institutions and community agencies better serve their constituents, Ron partners and works with school districts, non-profit community-based organizations, faith institutions and universities & colleges to improve their effectiveness, expand their services, and target their resources to better serve their communities.

As a grant writer, Ron has over 15 years experience in grant writing (federal, state, local, corporate, and foundation grants). He has been invited to participate on grant review panels for local, state and national agencies and organizations.